

The Baltimore Campaign for Grade-Level Reading

3rd GRADE READING SUCCESS MATTERS

“Today
a reader.
Tomorrow
a leader.”

- Margaret Fuller



What's Happening

Dear Grade Level Reading Coalition Members:

School's out, but that doesn't mean learning stops! In an effort to fight summer learning loss, we're proud to announce that our Read 15 initiative is underway.

In collaboration with our partners, this city-wide initiative will encourage children and families in Baltimore City to read for at least 15 minutes a day over the summer. But we need your help to spread the word! Included in this review are the Read 15 communications and marketing tools. We hope you will join us in challenging children to read for at least 15 minutes a day this summer.

In partnership,

A handwritten signature in black ink that reads "Kimberly Manns".

*Kimberly Manns
Program Director*

Let's Get Baltimore To Read 15: Communications & Marketing Tools for Read 15

We're working hard with our partners to encourage every child in Baltimore to read for at least 15 minutes a day over the summer, but we can't do it without your help!

Below are ways you can help us spread the word about Read 15:

1) **Share our webpage** (<http://bmoresupersummer.org/read15>). This webpage, hosted by The Family League, is a useful resource for families and children. It includes reading tips for families, a resource packet (in English and Spanish) which was sent home by City Schools to all rising K- 5th graders, and a link to the library log.

2) **Display the Read 15 web banner on your website:**



This will help us drive traffic to the Read 15 page. For the html code, email carrief@fee.org.

3) **Use #Read15 when tweeting about summer reading.** In addition, City Schools, the Enoch Pratt Free Library and other city agencies will be tweeting about the importance of summer reading. We encourage you to retweet their posts.

4) Share City Schools' public service announcement about summer reading for younger students:



*We're excited to announce that The Anthony McCarthy Show is producing segments about Read 15. The first segment aired last Wednesday, June 25th and featured Jessica Hoptay Brown, Children's Services Coordinator at the Enoch Pratt Free Library and Jarrod Bolte, Executive Director of Reading Partners. The next segment will air tonight at 6:30pm and will feature Janise Lane, Director of Academic Content Liaisons/ Literacy at City Schools, Melanie Watkins, City Schools' parent and Academic Content Liaison, her daughter, Naya Watkins, City Schools 2nd grader and Kimberly Manns, Program Director of the Baltimore Campaign for Grade Level Reading. **To listen to tonight's show live, tune into 88.9 FM or [click here](#) to stream it live.** Thanks to GLR Coalition Member Philip Leaf, from the Johns Hopkins Bloomberg School of Public Health, for helping us get our Read 15 Initiative featured on The Anthony McCarthy Show.*

Beyond Summer: Our Pre-K Enrollment & Attendance Work

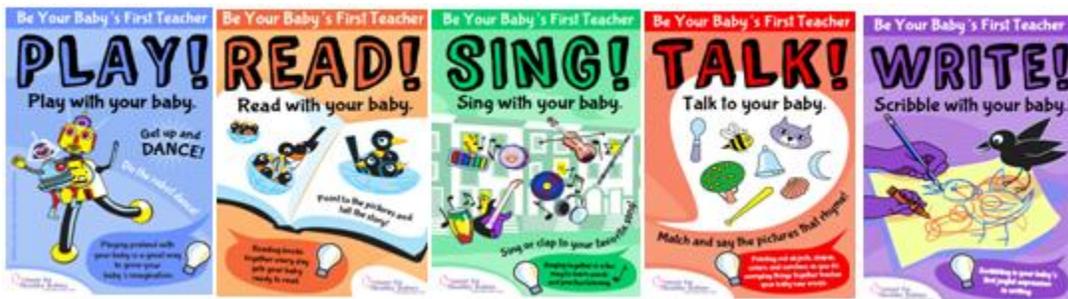
Students who enter Kindergarten from Pre-K settings are more likely to be rated as fully ready. With

this in mind, the Baltimore Campaign for Grade Level Reading is working to ensure our most vulnerable children enroll in Pre-K. The Campaign has identified three schools to partner with over the summer with the goal of increasing their early enrollment.

They are: Langston Hughes Elementary School, Curtis Bay Elementary/Middle School and Windsor Hills Elementary/Middle School. Our aim is also to continue to work with these schools in the fall to decrease chronic absenteeism in Pre-K and Kindergarten. We are currently looking to connect with partners who can help the Campaign achieve this mission. If your organization is currently working in these communities, we urge you to become involved. For more information, email carrie@ffee.org.

In addition to working with these partner schools, Grade Level Reading Coalition Members (including the Enoch Pratt Free Library and the Department of Social Services) have been distributing a flyer, created by City Schools, to help raise awareness about Pre-K enrollment. To download and distribute the flyer [click here](#).

What's Happening with School Readiness: A Work Group Progress Report



The Family Literacy Coalition (GLR School Readiness workgroup) has produced a Strategy Brief and a set of Year 1 Priorities, as well as a supporting literature review, asset map, work plan and logic model. The continued strategy development work includes conducting formative research; developing a coordinated communications strategy; and outlining a performance framework, Monitoring & Evaluation plan, and partner-specific action plans.

Additionally, the FLC will support priority activities outlined in the Year 1 work plan, including:

- *Developing an early childhood advocacy agenda*
- *Supporting the BERC data collaborative*
- *Conducting a landscape analysis of early childhood screening tools*
- *Supporting the expansion of Baby Basics and home visiting programs*
- *Improving referral to services*
- *Mobilizing community leaders*
- *Piloting innovative programming around lactation support, air quality, mental health, parenting practices, attendance, and enrollment*

In addition, B'more for Healthy Babies and the FLC partner organizations will track school readiness performance measures, which are currently under development. Tracking capacity and available data sources will influence feasibility of impact and outcome measurement, and play a role in determining which indicators are selected. The Campaign for Grade Level Reading will keep you posted on their progress and will share the performance measures once they are complete.

Congratulations to Read to Succeed on Receiving the 2014 Research and Assessment Leadership Award!

We're thrilled to announce that Read to Succeed is the recipient of the Council of the Great City Schools and Houghton Mifflin Harcourt's 2014 Research and Assessment Leadership Award for their evaluation of the program last summer! They were selected for the award because their work represents an outstanding example of rigorous research and evaluation work performed in an urban school district, which has the potential to improve programmatic services for all students and promote greater student achievement. Congratulations to Read to Succeed's evaluation team for this well deserved honor!

Happenings Around Town: Super Summer Meals Kick Off



Yesterday, the Baltimore Partnership to End Childhood Hunger joined with Mayor Stephanie Rawlings Blake, Councilman Mosby and The Family League to kick off their Summer Meals Program. Their aim is to increase the number of meals served to children by 20% this summer with the help of an expanded Mobile Meals program which will serve 2 meals a day at each site. Mobile Meals sites will also participate in daily reading and nutrition education programming. For more information, [click here](#).

The Family Literacy Coalition is Hiring—Spread the Word!



The Family League is hiring a full-time Program Director for Family Literacy. This is a joint position between The Family League and the Baltimore City Health Department. The Program Director will lead and manage the work of the Family Literacy Coalition, which includes the Baby Basics Program. The Baltimore City Family Literacy Coalition (FLC) is a collaboration between the B'more for Healthy Babies (BHB) program to improve birth outcomes and the Baltimore Campaign for Grade Level Reading (GLR). The goals of the FLC are to 1) develop a coordinated city-wide strategy to improve school readiness using evidence-based practices from pregnancy to kindergarten, 2) strengthen

collaboration across multiple stakeholders, and 3) incorporate strategic priorities into partner programs for population level change. The Program Director will split his/her time between The Family League and the Baltimore City Health Department. For more information, [click here](#).

The Baltimore Corps Fellowship Application is Now Open— Spread the Word!

Baltimore Corps is seeking outstanding young leaders for a fellowship to start this fall. Please help them recruit their first class of leaders by spreading the word to your networks. Their announcement is below:

Apply for a Paid Fellowship with Baltimore Corps

Baltimore Corps is seeking outstanding young leaders for a fellowship to start this fall.

Baltimore Corps' mission is to mobilize a movement dedicated to strengthening Baltimore by recruiting, training, developing, and retaining the next generation of city leadership.

The priority deadline is July 1st and the final deadline is July 15th. Please apply [here](#). A typical applicant will bring two to five years of professional experience to Baltimore Corps but all leaders with a passion for a better Baltimore and a track record of impact are encouraged to apply. Baltimore Corps connects outstanding young professionals to high-impact leadership opportunities in effective businesses, social enterprises, non-profit organizations, and government agencies. Baltimore Corps "Fellows" work with host organizations to build their strategic capacity and scale the impact of evidence-based programs and practices. Baltimore Corps Fellows work across a range of issue areas, including education, juvenile justice, healthcare, urban design, and workforce development. Fellows will receive a salary of \$30,000, health insurance, and professional development from The Aspen Institute, the Annie E. Casey Foundation, and other key partners.

Please help us as we recruit our first class of leaders by spreading the word through Facebook and Twitter! See suggested text below:

Facebook: Baltimore Corps is searching for the next generation of leaders that aspire to make a large-scale impact on Baltimore! Learn more here

https://docs.google.com/forms/d/19QFU24eIW7_uZF9XjOpJeoJXK7IDPuNbpP80A2r4N-4/viewform?c=0&w=1

Twitter: Building Baltimore's next generation leadership starts with YOU! Apply for @BaltimoreCorps amazing work opportunity

https://docs.google.com/forms/d/19QFU24eIW7_uZF9XjOpJeoJXK7IDPuNbpP80A2r4N-4/viewform?c=0&w=1